

PINE DISINFECTANT, 1 GALLON 14/-

The 1 gallon Pine Disinfectant is a drug pack and accounts for 21% by volume, 18.3% by retail value and 25.8% of the gross cash profit of our total Pine Disinfectant outputs. Outputs have been rising steadily for a number of years and it is now proposed to make this into an Own Goods pack and discontinue the drug pack. Approval is requested for this change.

<u>TARGET COST:</u>	6.75/-	Current cost 6.96/-
<u>PROPOSED RETAIL PRICE:</u>	14/-	Current retail price 14/-
<u>GROSS PROFIT:</u>	51.7%	Current gross profit 50.3%
<u>ESTIMATE OUTPUT:</u>	15,000	
<u>ESTIMATED RETAIL VALUE:</u>	£10,500	
<u>ESTIMATED GROSS PROFIT:</u>	£5,250	

<u>OUTPUTS:</u>	<u>Output</u>	<u>Retail Value</u>
Year ending March 1966	4,835	£3,385
1967	5,672	£3,970
1968	5,958	£4,170

<u>COMPETITION:</u>	Izal	14/-
	Jeypine	16/6d.
	Zal	17/-